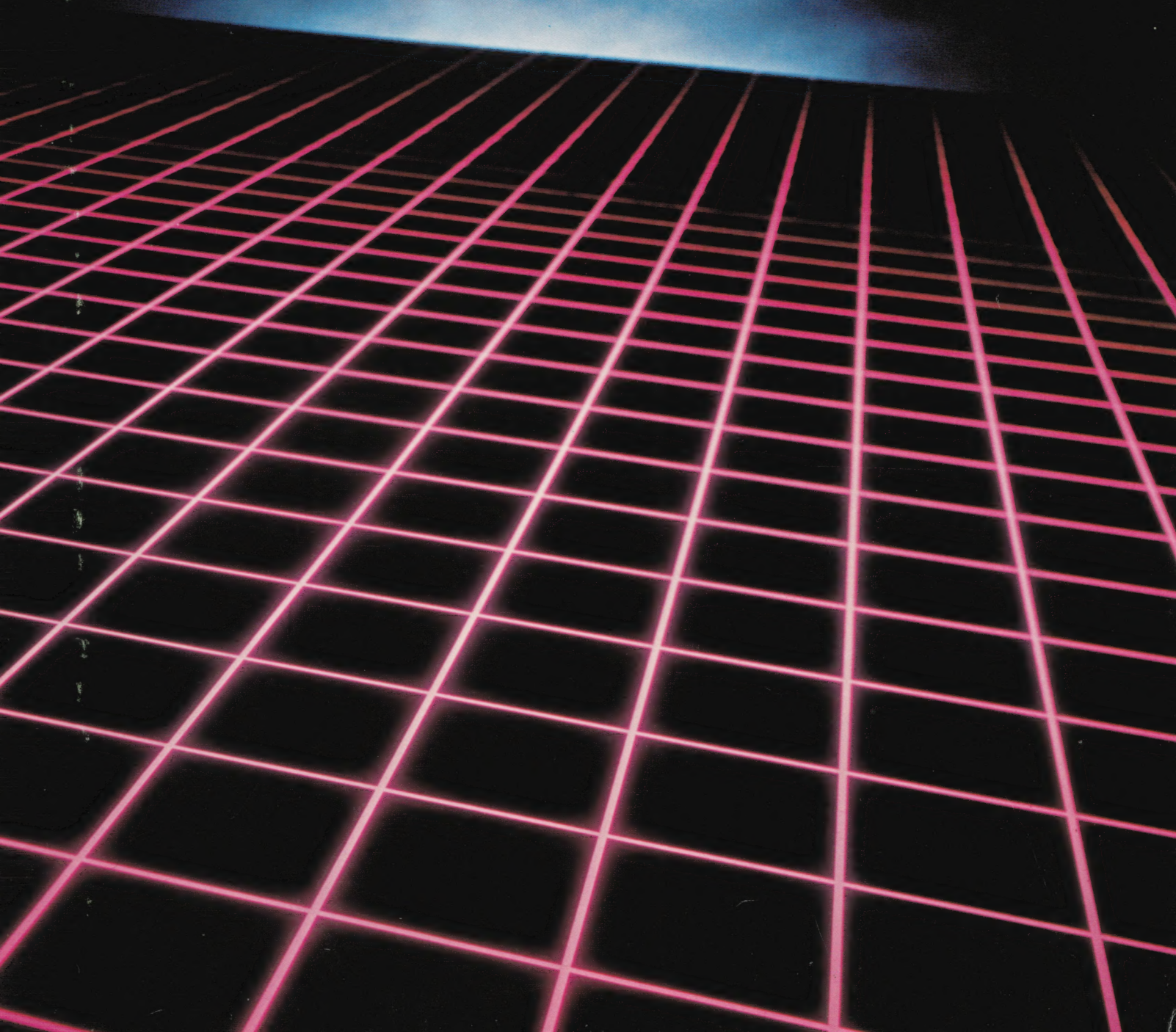
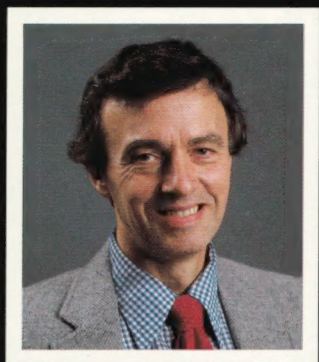


MATTEL
ELECTRONICS
1982





This is Mattel Electronics for 1982.

Our objective is to successfully anticipate retailers and consumers needs for exciting new product. This year's products explore new dimensions in electronic music, health enhancement, as well as establishing new summits in electronic game entertainment.

The 1982 products and marketing programs confirm Mattel Electronics' history of delivering electronic product innovation and marketing excellence.

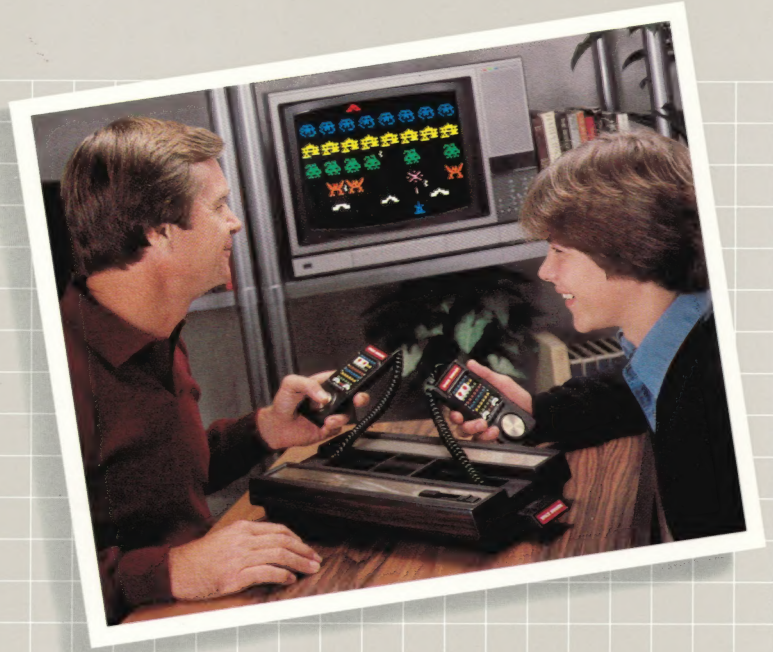
Our new product line is the most conclusive we have ever offered from a quality and price point of view; we are positioned to be responsive to retailers and consumers needs.

A handwritten signature in black ink, appearing to read 'J. Denham', with a long horizontal flourish extending to the right.

Joshua W. Denham
President

The home video phenomenon has emerged as *the event* of the 1980's. Its possibilities are far-reaching and its uses almost endless. Because of the vast implications for the future of home computer/video entertainment centers, we have created a system of modular componentry that keeps intellivision perpetually current. Everything in our product line, from the exciting cassette library to the innovation of a voice synthesis component, works for the way things are today... and the way they might become tomorrow.

The Master Component—the heart of Intellivision.® The Master Component is elegantly styled with simulated woodgrain finish. A highly sophisticated 16-bit microprocessor produces a wide variety of sound effects, music, color and high-level resolution. The two hand controllers are cradled in the top of the lightweight case with cables out of sight when not in use. During game play, four buttons, two on either side of each hand controller, send action commands to the Master Component. Input keys allow players to handle any game situation and a special disc moves objects on the screen in 16 different directions with life-like precision. For use with color T.V. only. Each game cartridge comes with 2 overlays which fit over the hand controllers. With over 40 different cartridges planned to be available in 1982, Intellivision offers an almost infinite variety of action—from sports to outer space battle.



#2609



* NFL Football #2610

Amazingly realistic NFL football excitement with 2 animated teams. With 2 full halves of 60 simulated minutes of fast moving gridiron action. You are the coach and you call the plays. Offense, defense, punts, passes, runs, all with game sounds and music. Over 180 offensive and defense plays.



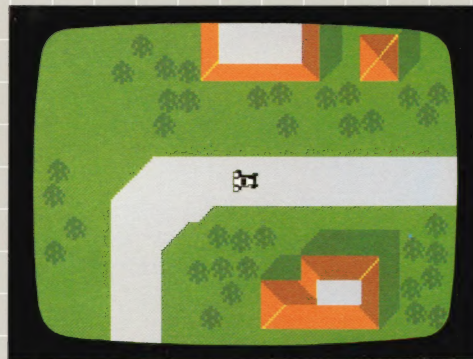
* U.S. Ski Team Skiing #1817

Go hurtling down the slopes in a challenging slalom or downhill course. Shoot out of the starting gate and plunge down at break-neck speed around obstacles that put you to the test. All the thrills and dangers of world class skiing. You have a variety of courses. Race against the clock or another skier. Enjoy break-neck action with no broken bones!



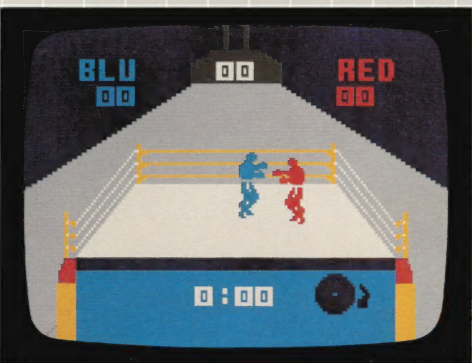
* Major League Baseball #2614

This is it! Major League action with two 9 man teams playing 9 full innings of Major League Baseball. Extra innings when needed. Hear the crowd roar as you call the plays—walks, hits, runs, a full variety of pitches. The computer keeps score.



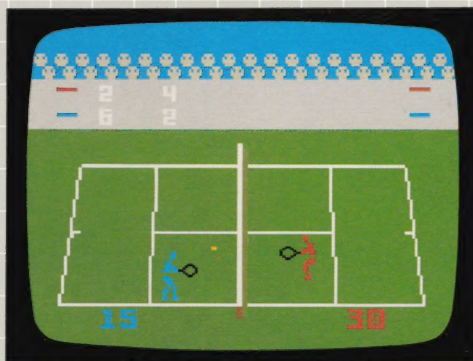
* Auto Racing #1113

Climb into the driver's seat and get ready for the race of your life. You have a choice of demanding courses. There are hazardous turns that demand split-second coordination. All the thrills and challenges of championship racing—if you can cut it. Gentlemen (and ladies), start your engines!



* Boxing #1819

Be a contender! All the thrills and excitement of championship boxing. The computer keeps score as punches are traded. Knockdowns and knockouts. Hit the mat and take a knee-count. Bore in, shoot combination punches. The buzzer sounds the rounds and you come out punching. It's the main event!



* Tennis #1814

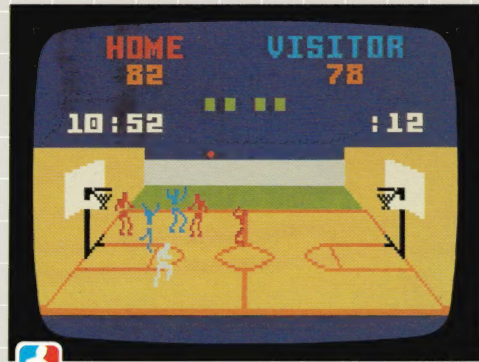
It's all here! You hear the cheer of the crowd and watch their faces turn as they follow the action. There are backhands, lobs, forehands and serves. The computer keeps score. You'll need all your skill to beat your opponent in this extremely realistic re-creation of a championship tennis match.

Sports Network



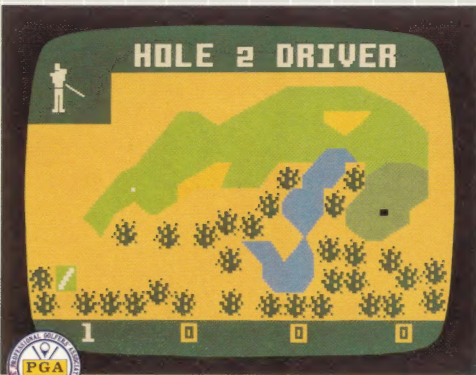
* PBA Bowling #3333

Bowl with the champions in this authentic PBA bowling game. You get real PBA action and scoring. For 1 player or as many as 4 players. Choose your comfortable ball weight and bowl your game. You could score a strike or send the ball into the gutter. It all depends on taking your time and concentrating.



* NBA Basketball #2615

Put your team through 4 quarters of action-packed NBA basketball. Running, passing, dribbling, fast breaks, jump and set-shots, rebounds and turn-overs. The action never stops as the simulated crowd yells with excitement and the clock ticks away. It's NBA court action that will test your skill!



* PGA Golf #1816

Play 9 holes on a tough course! Concentrate, choose your club carefully. Shoot your way out of the rough. All the realism of an actual game of golf without the sunburn. And you can use your knowledge of golf strategy to play a winning game.



* NASL Soccer #1683

Soccer fans will love this one. All the surprises, thrills and action of real NASL Soccer! Dribbling, passing, goal kicks, throw-ins, corner kicks. You hear the roaring crowd, the ref's whistle, the buzzer. The action never stops for 2 simulated 45-minute periods as the 2 teams battle to a final score.



* NHL Hockey #1114

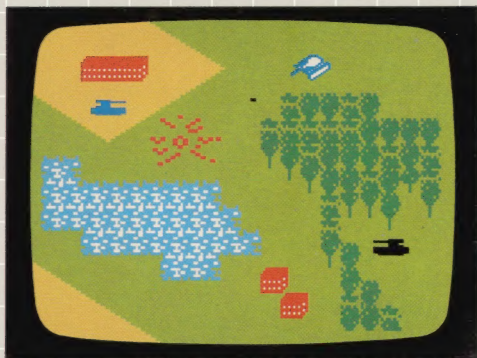
All the grueling excitement of a real NHL Hockey game. Fast-paced action as you listen to cheers, buzzers and whistles. It's fast and full of surprises as you experience the thrill of playing in a NHL Hockey game.



* Motocross #3411

Welcome to the break-neck world of motocross racing! Hang on tight as you race your bike around the twists and turns of a really tough course. Obstacles, hazards at every turn. The action never stops and neither do the dangers. Hear the roar of the engine as you speed toward the finish line.

Action Network



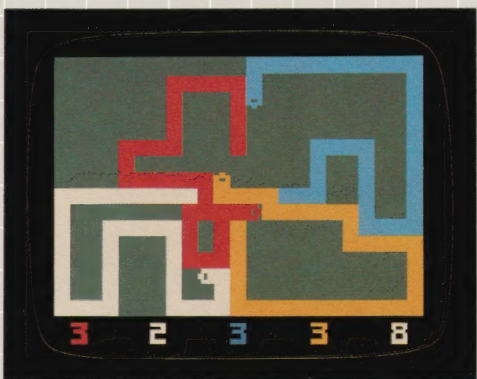
Armor Battle® #1121

It's fast moving combat action in the Armored Cavalry as 2 players take over as tank commanders to search and destroy each other. Each of them must maneuver, lay a mine and try to avoid obstacles. There are hundreds of possible terrains to fight over, each requiring a different strategy shift.



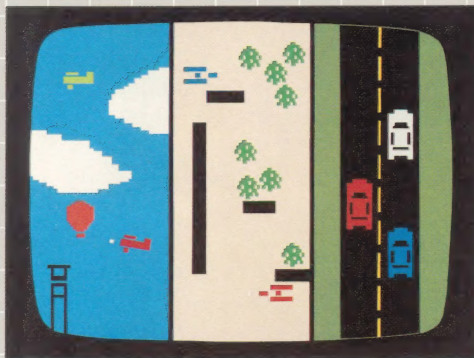
Sea Battle™ #1818

Deadly tactics on the high seas! As ranking officer on the bridge you deploy your fleet to engage with the enemy. Lay hidden mines anywhere on the oceanic map. You have a full flotilla of ships to perform different tactical missions. Rebuild your ship if she's damaged. Strike at the enemy and don't give up the ship!



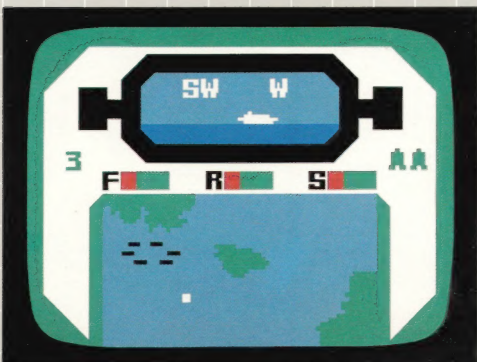
Snafu™ #3758

Don't get cornered by the moving stripes of color! Your opponent is trying to box you in. Trap him and paint him in with your moving stripe before he gets you. The moving stripes are relentless, so you've got to move fast. Back him in a corner.



Triple Action™ #3760

Tanks! Planes! Racing cars! Take your pick. This is three-action fun in one cartridge. Be a tank commander in a deadly duel with enemy armored forces. Test your skills on the highway and race against the clock, but watch out for the rest of the cars on the road. Take your plane up as you soar through the skies. It's a lifetime of excitement.



Sub Hunt™ #3408

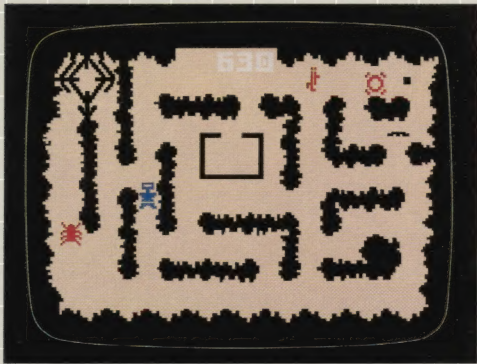
An enemy naval force is attacking your shore. You steer by compass. Your torpedoes are ready. You hear the sound of a depth-sounding device as you stalk the enemy ships. You've got to sink them but watch out for their depth charges and artillery.



Frog Bog™ #5301

Great fun for kids! Two frogs are sitting on a lily pad. Each player controls a frog. As dragon flies soar by the frogs must jump in the air and catch the flies with their tongues. The frogs can even jump from lily pad to lily pad to eat more flies. The frog that gobbles the most flies wins!

Action, Gaming & Strategy Networks



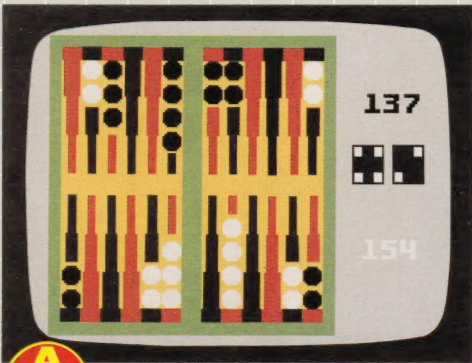
Night Stalker™ #5305

In a dark and sinister cavern in a maze deep underground a man emerges from a cage. He tries to find his way out of the maze, but he is attacked at every turn by deadly bats, poisonous spiders and robots trying to kill him with laser guns. Your job is to help him destroy these enemies with his laser gun.



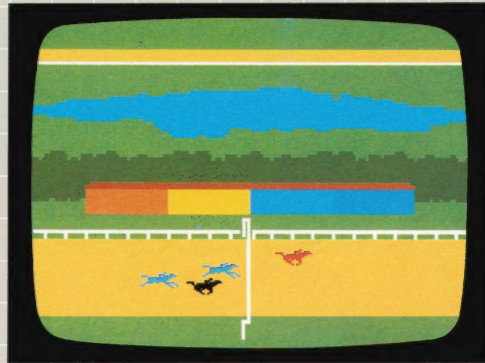
Las Vegas Roulette #1118

Big-time casino action with the roulette wheel. This is one roulette game you can afford to play. The action is fast and the betting is fierce. The electronic croupier calls the winning numbers. You could win a fortune or lose your shirt, but its all make believe. Great fun for the entire family.



*ABPA Backgammon #1119

This is backgammon for everybody, from the novice to the master. If you've always wanted to learn backgammon, this game will teach you. If you are an experienced player, you'll improve. If you're a master you'll be tested to the limit.



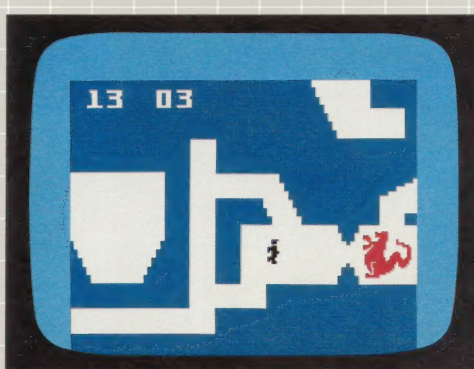
Horse Racing #1123

A great game of make-believe for up to 6 players. It's like spending a day at the races. Study the tout sheet. Pick a winner—or a loser. The odds will change. Go for a long shot or play it safe. They're off and the excitement begins. Cheer your horse on. You could clean up—on paper. A fun party game.



Checkers #1120

The ancient game of checkers with a modern-day twist! It's man against computer. If you're an accomplished checker player, you'll be tested to the max. However, you can win, but you've got to play as you've never played before!



*Advanced Dungeons and Dragons Cartridge #3410

Move into an underground world of fantasy! In this game you are searching for the treasure hidden in a subterranean vault. As you move through the network of dungeons you'll be challenged by monsters lurking around every bend.

Strategy & Childrens Learning Networks



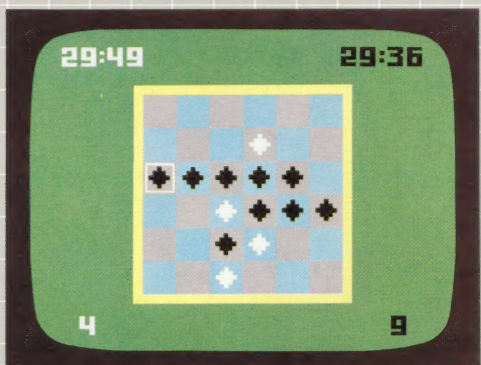
* **USCF Chess** #3412

This is the perfect game for a chess player, novice or master. You pit your skill against the computer. Select the degree of difficulty and the time limit on moves. Move up in skill as you play more. You can even switch places with the computer and put it on the defensive. A great learning tool.



Utopia™ #5149

How would you like to be ruler of an island? There are 2 islands in this game, each one ruled by a different play. Each player can build factories, plant crops or build fishing fleets. Each activity scores differently depending upon conditions within the frame. Players can even plant rebels on their opponent's island.



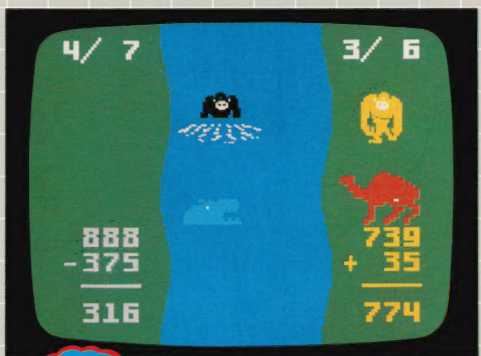
Reversi™ #5304

Based on the 19th century game of strategy, Reversi pits you against the computer for control of the board. The object is to imprison your opponent's counter between two of yours and capture it for your own. There are 3 different size boards to play on and 5 levels of increasing difficulty.



Card Fun #5303

There are endless hours of enjoyment in this game. It's a game of 4 different favorite card games for 1 player. You play against 1, 2, or 3 computer-controlled opponents. You get your choice of Hearts, Crazy Eights or any one of 2 varieties of Rummy. Great practice and the computer will keep score for you.



* **MathFun™** #2613

Two pint-sized players can learn math while having more fun than a couple of gorillas. Race two gorillas through the jungle against animal obstacles and a variety of problems in addition, subtraction, multiplication and division. Determine the skill level and the computer automatically adjusts the problem.



* **WordFun™** #1122

Learning spelling can be entertaining with this cartridge. There are three multiple word games that increase verbal awareness and develop spelling skill. You determine the game to be played and let the cartridge do the rest as it helps turn your child into a proficient speller.

Space Action Network



Space Battle™ #2612

This is mortal combat in outer space as you do battle against the computer-controlled alien invaders. Study the map and deploy your defensive forces. You fire lasers from your cockpit command post. The sounds of outer space combat heighten the action.



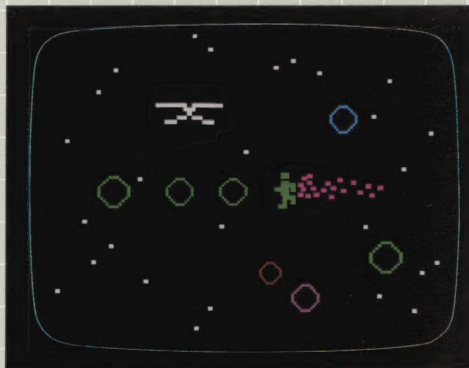
Astrosplash™ #3605

It's a fight to the finish to defend your space station against attacking forces. Hostile spaceships, meteors and bombs keep you in a constant state of alert as you attempt to knock them out. You have to dodge them and eliminate them with your lasers before they destroy your base.



Space Armada™ #3759

You're under attack from an armada of 32 spacecraft. They bombard your bunkers to destroy your laser guns. You zap them only to find your defenses under attack from a new armada with different attack surprises. It calls for split-second timing and the higher you score the more difficult the game becomes.



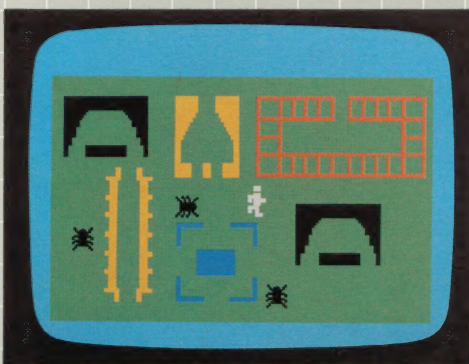
Space Hawk™ #5136

There are 4 levels of difficulty in this game as you maneuver the Space Hawk across the limitless void of space. He is powered by a propulsion pack and is armed with a laser gun to defend himself against enemy craft, comets, space amoebas and rainbow bubbles filled with deadly astrogas.



Star Strike™ #5161

This game offers hair-trigger action as you hurtle your spaceship through a trench to destroy the alien force that is threatening the planet Earth. Enemy spacecraft hurl themselves at you and attempt to shoot you down. If you crash or are hit too many times, our planet is destroyed.



TRON* I #5392

Based on the Disney movie TRON, this is a great action game for 1 or 2 players. You are engaged in a deadly struggle to penetrate the inner circle of the Master Control Program. Watch out for the deadly "bits." You've got to destroy them to reach your goal and accumulate the most points.

The Keyboard Component—It turns Intellivision into a Home Entertainment Computer. Combine the Keyboard Component with the Master Component (each sold separately) and you have a compact, easy-to-use home entertainment computer for performing countless functions—financial management, self education, personal improvement and, of course, entertainment. A 60-key typewriter-style keyboard makes use as easy as typing. The Keyboard Component will handle a range of specially programmed tape cassettes and there is a microphone for programs using the spoken word. Each cassette sold separately. Also for use with the Keyboard Component is a 40-column thermal printer sold separately by mail order.



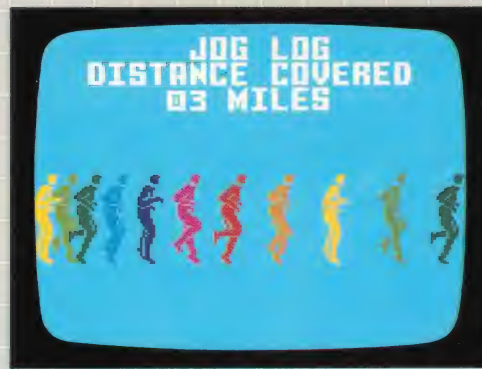
#1149

*Available for test markets only at present time.



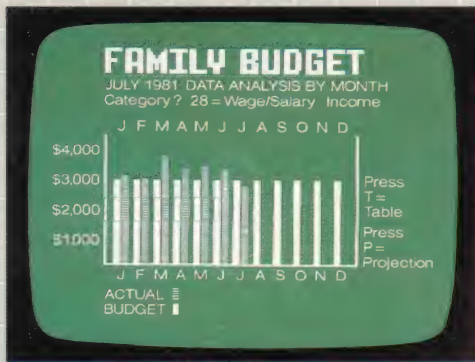
Conversational French #1147

French the fun way! Learn by listening and speaking, the way you learned your own language. Speak French into the microphone and then check the playback for pronunciation. Learn at your own pace to speak the language as you would use it in everyday situations.



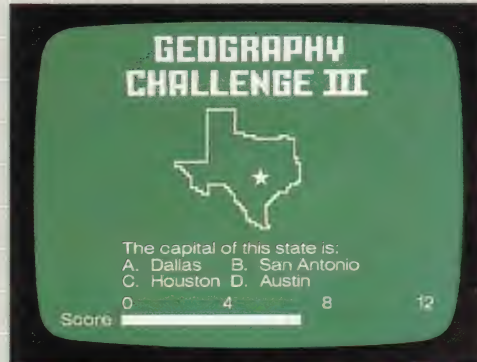
Jack LaLanne's* Physical Conditioning #1146

Develop a conditioning program tailored to your needs. Just input personal statistics, take a fitness test and the computer gives you a personalized program recommended by world famous fitness expert Jack LaLanne.



Family Budgeting** #3419

Where does the money go! Keep track of your family finances with this program. You can get a graphic analysis of a broad spectrum of categories to help you balance the budget and keep your finances organized. It's like having an accountant in the home! This is one cassette that will pay for itself.



Geography Challenge™ #3767**

Hold a geography class for up to 6 people. Three fascinating quizzes. The computer will keep report cards for tests on state capitals, natural resources, history, and map identification. See how many members of the family can get an "A". It's a delightful way to learn facts about America.



Spelling Challenge™ #3762

The whole family can have a Spelling Bee with words chosen for every age and level of difficulty. Pre-record the words on the tape's audio track or utilize the entertaining quizzes already included on the cassette. It's great fun. If you've never been a good speller this cassette can help make you one.



BASIC Computer Language #3275

Learn BASIC and write your own programs. No previous knowledge or advanced degree in programming needed to master the step-by-step manual which takes you through the fundamentals of BASIC computer language and also explains how BASIC programs can be used around the home.



Crosswords I™ *

#3764

Great fun for the whole family. The computer gives clues, draws spaces and keeps score. The same puzzle can be done over and over by others. Ideal for youngsters who want to sharpen their word skills. Hours of enjoyment for crossword puzzle fans.



Crosswords II™ *

#3892

The challenges are a bit tougher in this game than in CROSSWORD I. The computer still draws spaces, gives clues and keeps score, but you'll have to try harder. Crossword puzzle addicts will really go for this cassette.



Crosswords III™ *

#3893

Ideal for true crossword puzzle experts. Have fun while you learn exotic new words. The computer will keep score, draw spaces and give you clues. The rest is up to you. A real test of your word knowledge. Become a crossword master!

Introducing Intellivoice™ a Breakthrough in Video Game Sophistication. The fascinating new Intellivoice™ Voice Synthesis Module adds the dimension of human speech to Intellivision game play. Easy to operate. Simply plug the Intellivoice unit into the cartridge receptacle on the Master Component (sold separately). Then plug a cartridge into the Intellivoice unit. It's that simple. Special Intellivoice cartridges give you the video games that actually talk to you. Male and Female voices react to changing game situations immediately, are calm or excited, give you strategy tips, cheer you up or egg you on. (Regular Intellivision cartridges may be used in the Intellivoice unit and will give you game play without voice, as if they were plugged directly into the Master Component). These are pre-recorded speeches...not fuzzy simulations, but voices complete with expression, produced by the ability of Intellivoice to duplicate realistic human speech electronically.

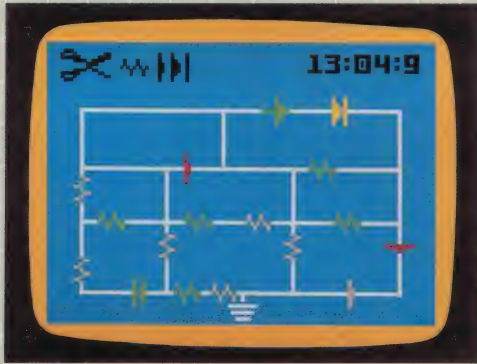


#3330



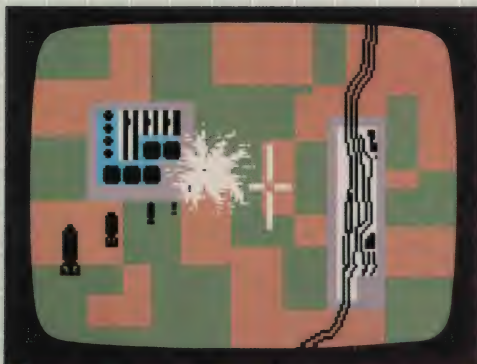
Space Spartans™ #3416

The most sophisticated space game of them all! You are the commander of a spaceship exploring the intergalactic arena. Suddenly you are under attack from an invasion force of a hostile galaxy. You've got to hold them off until your Federation can prepare their defense. You've got shields to survive hits and you can hyperwarp across space, but you're outnumbered. The battle computer warns you of your ship's damages as the aliens try to destroy you. Save the Federation!



Bomb Squad™ #3883

It's a race against time as you attempt to disarm the terrorist bomb before it goes off! You must guess a code programmed into the bomb in order to disarm it. On the screen you see the bomb circuitry. You receive verbal background information that will help in your attempt to neutralize the bomb before it explodes. The timing device ticks away as you work. Be careful but hurry — other lives, besides your own, hang in the balance!



B-17™ Bomber #3884

World War II action at 12 o'clock high as you go on a bombing mission deep inside Fortress Europe. You select the target. The farther you go the more points you gain, but the closer you get to the target, the more flak and enemy planes you encounter. Constant radio chatter among the crew members heightens the tension. The action shifts from pilot to gunner to bombardier as you assume their roles.

The deluxe in-store display module works hard to boost Intellivision sales. Built to involve the customer through actual hands-on experience, this unit contains an instruction roll for 10 games, 1 demonstration cartridge and storage for cartridges beneath the display. (Plus room for the complete Intellivision product line, including one Keyboard and IntelliVoice Synthesis Module, when available.) Works well within Mattel Electronics' marketing support umbrella of television, magazine and dealer co-op advertising.

Another eye-catching display is the smaller unit which contains 1 reconditioned Master Component, built-in instruction roll for 10 games, 1 demo cartridge and 50 consumer brochures. Light weight and easy to handle, it can also accommodate an IntelliVoice Synthesis Module. Both modules require hook-up to a television set.

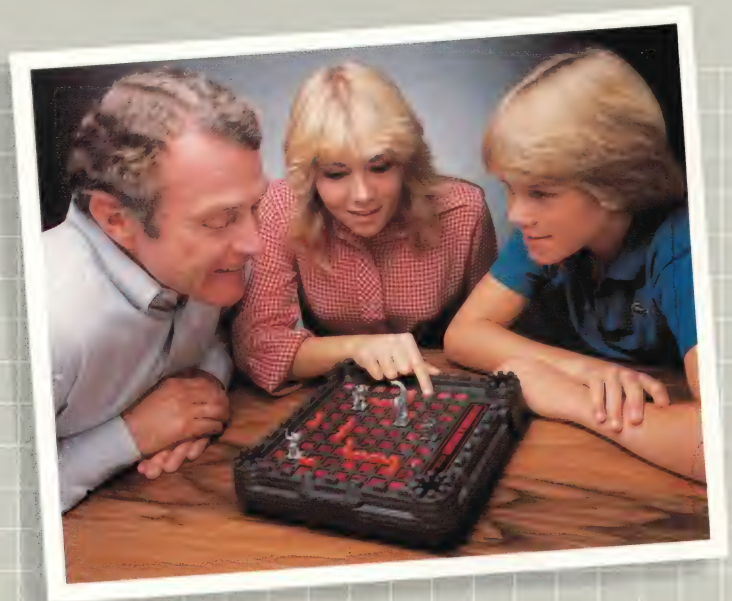


The portable electronics market is changing. And the full potentials are just beginning to be realized. Games remain strong and we have both fortified and trimmed a collection that offers more game play for less money in every market segment. Sophisticated, stimulating sports games and new, exciting arcade/action. There are innovations for learning, for laughing and for participating in new trends and ideas. In 1982, years of research into human behavior and self-improvement have culminated in a total new market for consumer electronics. We are in the forefront here, too. Portable electronics product, on the move, from Mattel Electronics.

Enter an electronic world of strategy and adventure, with Dungeons & Dragons™ computer labyrinth game. Your goal—to find and steal the guarded treasure. Make your way through the dungeon labyrinth on a touch-sensitive electronic board. Exciting electronic sound clues help you locate labyrinth walls, warn you when the dragon is awake and after you. Quickly now! Grab the treasure and get back to your secret room before the dragon gets you. Play alone against the dragon computer or take on the dragon *and* a rival warrior. Two skill levels to choose from. Electronic playing board even looks like a castle with special storage beneath for game pieces and instruction book. Game includes electronic playing board, 4 die-cast metal playing pieces (2 warriors, 1 dragon and treasure), 50 plastic wall pieces and playing instructions. Game operates on one 9-volt alkaline battery, not included.

DUNGEONS & DRAGONS™*

Computer Labyrinth Game



#1991

This game provides frightening excitement. An LCD display gives graphic animation of the Avenger (player) who works his way through an underground maze of dungeons. The object: find the arrow and slay the Dragon. Obstacles: flying bats that pick up players and drop them in another part of the dungeon, bottomless pits that mean death. Display tells players when an object is near, but not where. Player must deduct correct location or become the Dragon's meal. The sounds of the Dragon, bats and the Avenger add to the excitement. Special compact size, with batteries included.



Pocket DUNGEONS & DRAGONS™*



#5409

This is the mini-arcade hand-held game from Mattel Electronics that simulates combat action with a special LCD graphic display. It's tank against tank, and tank against helicopter attack, as players pass through nine levels of skill. Four-button control allows players to fire cannon, maneuver through mine fields, avoid being hit by the enemy. Two tanks in reserve give player chance against computer. Sounds of battle add realism to the game. The object is to destroy enemy tanks. Special pocket size, comes with batteries.

Armor Battle™ Game



#5410

Split-second space excitement in a game that is mastered with a flick of the switch. Three-color action from a cockpit view as players see the launch and climb, then maneuver to search for enemy craft in the gun sight. A push of a fire button on the joy stick sends twin laser beams to enemy craft. If hit, it explodes. But, if player's craft is hit, it goes into a spin and must avoid hitting planet. Fuel gauge tells when to return to base before three-minute play is up. Object of the game is to complete the mission and return to base with as many hits as possible without crashing or running out of fuel. The sounds of laser beams, explosions and spacecraft diving and climbing all add thrilling realism to the play. Runs on four "AA" alkaline batteries, not included.



Space Battle™ Game



#5152

Formula Racer™ is another winner from Mattel Electronics. It's the mini-arcade game that gives players a cockpit view of three racing situations: a straight away that varies in width; a track with turns and straight lines; and a turning and twisting road race. Players use accelerator, brake, and left and right turn buttons to overtake, pass and avoid being squeezed out by other cars. Speedometer helps players go for best time over selected number of laps. Cars crash off the road when hit. Realistic sounds of acceleration, crashing, and cars scraping the edge of the track add to the excitement. Special pocket size housing. Batteries included.

Formula Racer™ Game



#5171

Long Bomb™ Football is the strategy-oriented action game from Mattel Electronics that simulates real football play with several brand new features. A full eleven man defense adds to the challenge. Brand new X/O chalk-talk symbols distinguish the two teams. Quarter-back chooses passing distance to avoid interception. Passing, kicking, running is achieved as background in display moves with ball or player. Players are able to pick distance of receiver downfield. Four levels of skill for countless hours of excitement. Special pocket size housing. Comes with batteries.



Long Bomb Football™ Game



#5422

Finally there's a true two-player football game. One player controls the offense. The second player controls the defense. Or one person can play alone against the computer. The offense can either pass down field to the selected receiver or run the ball against the waiting defense. The defense breaks through and sacks the quarterback, intercepts passes and tackles ball carriers. Players really control the action. The computer tracks time, field position and yards to go. Special pocket size, batteries included.

Competition Football™ Game



#5264

World Championship™ Football is fast-paced gridiron action... so real you'll think you're on the field. You're the quarterback on a 5-member offensive team. Choose from five formations. Call an unlimited number of plays. Finesse defense out of position. Punts, field goals and onside kicks are part of the action. On defense, you're the safety with 3 other teammates. Position your backs to cover receivers. Make pass interceptions, blitz your safety and sack the quarterback! Hear a "charge" tune at kickoff and after a touchdown! Hustle through play calling when a 30-second clock begins to count down. If the clock runs out, it's an automatic 5 yard penalty. Play against another football enthusiast, or play solo against the electronic superstars. Four different speeds. Separate controls for each team! Game operates on 6 "C" cell batteries, not included.



World Championship™ Football



#3202

W

World Championship™ Baseball is action and strategy on the diamond. You'll select a 9-man Batting Order from a team roster of 15 players. Each has individual strengths and weaknesses—RBI's, Stolen Bases, Throwing Arm, etc. Pick a lineup and juggle it! Pinch hit for power. Go with left vs. right-hand percentage. Computer "tires" the pitcher. Bring in a reliever. Hitters bunt, take a pitch, swing for a single, or the "fence." A homer makes the diamond light up to music. There are pick-off plays and double plays. And you get six pitches to work with—fast balls, slow balls, curves and combinations. Balls, strikes & outs are automatically displayed. Four playing speeds. You vs. electronic superstars. Or you against another baseball enthusiast. Uses 6 "C" cell batteries, not included.

World Championship™ Baseball



#3201

Mattel Electronics® Computer Chess brings ultra sophistication to the game! Four skill levels take competition from novice to highly experienced! It's a totally self-contained game. The LCD playing board offers shape recognizable pieces visible indoors or out. No extra playing pieces! Moves are made electronically! If your game strategy fails, you can take back up to three moves. Ask the computer for help on your next move. Computer Chess can help you sharpen your game and improve your playing ability. Play against an opponent... Play against the computer... Or watch as the computer matches wits against itself. Use the special option to set up selected moves... mating threats, checks, or practice your attacking and retreating tactics. You can even save your unfinished game—for up to several days. It's the perfect game for the chess addict! Uses 4 "AA" alkaline batteries, not included.



Computer Chess



The relentless opponent you can take anywhere! Liquid crystal display lets you see the game play indoors or outdoors. No loose pieces to get lost—it's all electronic! SIX challenging skill levels developed by a World Class player allow beginners or experts to play against the computer! The game features an electronic doubling cube. Optional dice control allows you a choice between the computer's random dice roll or your own roll. It's compact! It's fascinating! Uses one 9-volt alkaline battery, not included.

Computer Backgammon



#1777

Introducing a different Drum...and a new dimension in sound. In the sixties, the guitar changed the sound of pop music. Today, it's electronic drums. Synsonics™ Drums from Mattel Electronics. It's small and compact, but make a big sound. Because they plug into your amplifier and speaker system. Synsonics™ Drums are like real drums. Only better. Even if you've never played before, you can sound like a pro. Because you can play by yourself, or the computer can play for you. Included with four drum pads (snare, tom tom, cymbal, floor tom) are an impressive series of automatic features including bass accent, beat speed control, varying speed drum roll, LED drum indicators. Tom Tom has pitch control. Hi-Fi jack connectors. And a record and playback memory. Experience first hand the amazing sound of this fabulous instrument. Uses 6 "C" cell batteries, not included.

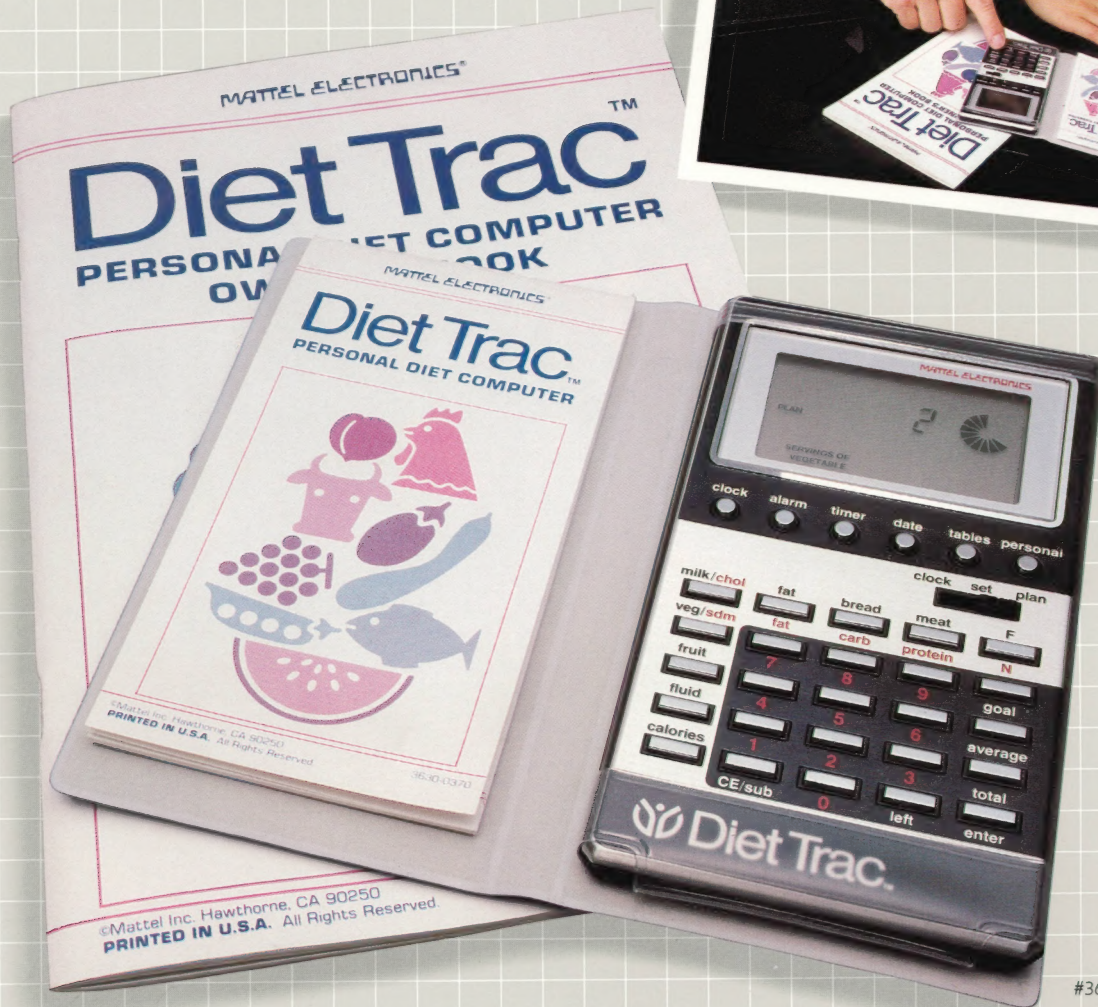
Synsonics™ Drums



#5281

Diet Trac™ is the new personal diet computer system that helps you stay on your diet. It's portable, conveniently easy to use—and painless. Eat a variety of foods from the six basic food groups. Track your calories and nutrients against your weight loss goals. The Nutritional Diet Guide tells you how to use Diet Trac, and how to eat your way to health. A whole new system to change your eating habits—for life!

Diet Trac™
Personal Diet Computer System



#3630

Mattel Electronics supports our portable electronic products line with functional merchandising aids that stimulate the consumer and create an important tool for the dealer. Two of these dealer programs are our popular Dungeons and Dragons™ Computer Labyrinth Game and the just-introduced Diet Trac Personal Diet Computer System. The dealer is provided with an array of merchandising aids to help take advantage of the incredibly popular Dungeons and Dragons™ Computer Labyrinth game. These printed mobiles, shelf talkers and other pieces carry the fantasy theme that makes the Dungeons and Dragons market an increasingly popular one. Good health and dieting are two growth markets that are well targeted by Mattel Electronics in our new product—Diet Trac™ Personal Diet Computer System. And that consumer interest is heightened by an informative but compact display that not only offers the consumer a pamphlet about the product, but carries Diet Trac™ on display as well.



NATIONAL HEADQUARTERS

Mattel Electronics
5150 Rosecrans Avenue
Hawthorne, California 90250
(213) 978-5150

Eastern Region Headquarters

Mattel Electronics
Two Penn Plaza
New York, New York 10121
(212) 594-9400
Jerry Weiss / Regional Manager

New England

Berberian-Patterson & Associates
799 Turnpike Street
North Andover, MA 01845
(617) 689-0155

Eastern Pennsylvania / Delaware

DiVincent Associates, Inc.
111 Chestnut Street, Suite 112
Cherry Hill, NJ 08002
(609) 667-3501

Upstate New York

Sound Merchandise
200 St. Andrews Drive
Rochester, NY 14626
(716) 225-0608

New York / New Jersey

Stan Axelrod Associates
115 Grand Avenue
Englewood, NJ 07631
(201) 871-0600

Western Pennsylvania / West Virginia

Super People
802 North Avenue
Pittsburg, PA 15209
(412) 821-8030

Maryland / Virginia

Target Sales
3704 Decatur Avenue
Kensington, MD 27095
(301) 942-4900

Southern Region Headquarters

Mattel Electronics
2663 Moss Lane
Marietta, Georgia 30067
(404) 953-8765
Steven Bernstein / Regional Manager

Southwest

Roman Sales Company
3372 Camelot
Dallas, TX 75229
(214) 358-2152

Southeast

Cartwright & Bean, Inc.
P.O. Box 52846
3198 Cain's Hill Place, NW
Atlanta, GA 30305
(404) 233-2939

Mid-South

Tag Marketing
4501 Beacon Drive
Nashville, TN 37215
(615) 292-6734

Florida

Key Marketing
4615 N.W. 77th Avenue
Miami, FL 33166
(305) 592-0386

Mid-West Region Headquarters

Mattel Electronics
5150 Rosecrans Avenue
Hawthorne, California 90250
(213) 978-5150
Dave Combs / Regional Manager

Michigan

J. Malcolm Flora, Inc.
165 W. Liberty
Plymouth, MI 48170
(313) 453-4296

Indiana

Kentucky

Ohio

Cornelius J. McNulty Co.
1268 High Street
Wadsworth, OH 44281
(216) 336-6380

Mid-West

Bobenhouse Engineering & Marketing Service
11780 Westline Industrial Drive
St. Louis, MO 63141
(314) 569-1066

North Dakota

South Dakota

Minnesota

N.W. Wisconsin

Felsen-Moscoe Company
4530 West 77th Street
Minneapolis, MN 55435
(612) 831-1881

Northern Illinois

S.E. Wisconsin

William M. Linz Associates, Inc.
821 Skokie Boulevard
Northbrook, IL 60062
(312) 498-9600

Western Region Headquarters

Mattel Electronics
5150 Rosecrans Avenue
Hawthorne, California 90250
(213) 978-5150
Tom Steskal / Regional Manager

Hawaii

RDA Sales, Inc.
330 Sand Island Access Road
Building #6
Honolulu, HI 96819
(808) 841-0930

Rocky Mountains

B & B Electronic Products, Inc.
5000 S. Quebec Street
Denver, CO 80237
(303) 773-6700

Alaska, Arizona,

California, Nevada, & Washington

Mattel Electronics
5150 Rosecrans Avenue
Hawthorne, California 90250
(213) 978-5150
Tom Steskal / Regional Manager